

The History of TOMS Shoes

Blake Mycoskie stumbled on a goldmine when he came up with a business model industry experts have dubbed as 'philanthropic capitalism'. Unlike most non-profit charities, TOMS shoes is a highly monetary-driven business charging anywhere from \$44-\$98 per shoe. The design of the shoe was conceived when Mycoskie traveled to Argentina where he learned to play polo. On these polo farms, he witnessed poverty-stricken children- some barefoot, and farmers wearing comfortable farming shoes. That's when his idea came to life. Take this comfortable farming shoe, redesign it so that it caters to the U.S. consumer, and for every pair sold, one pair will be given to a child in need.

It seems like a simple business model, tit for tat, one for one but the mechanics behind it is so very sustainable. Think about it, making loads of money to give it away. It is self-generating and it works, unlike non-profits that depend on donations and pledges.

Since 2006, TOMS, has donated more than 150,000 pairs of shoes to children in Argentina, South Africa, Ethiopia and Haiti, and to young hurricane victims in the United States. If you do the math, at about \$60 per shoe, TOMS has generated over \$9,000,000 in capital. In 2009, its goal is to give away 300,000 pairs of shoes, which is double its revenue from the past 2 years.

Why TOMS?

After careful discussion, our group feels very passionate about the intent behind the TOMS business. We want to design a site that reflects its growing popularity and highlight the three most important categories that will attract new customers, keep old customers and push online sales. The categories that we want to highlight are the SHOP, the MOVEMENT and the STORIES.

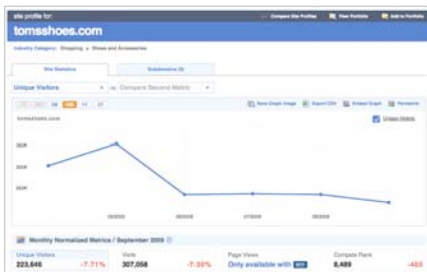
Because TOMS business has become so successful due to its philanthropic nature, we want to continue pushing that to the forefront. What is so powerful and captivating about this business is that it documents every 'Shoe Drop' that takes place. Loyal customers directly see the impact they made with his/ her purchase. Rest assured, every shoe you purchase will put a pair of shoes on a child's feet. Seeing your dollars put to action encourages the buyer to stay loyal and buy often.

TOMS Shoes Online Sales Objective

Our intent behind this project is to perform a site makeover to help drive the three most important elements within TOMS business model:

1. Push online sales
2. Highlight success stories and media buzz
3. Emphasize how the TOMS loyal community can help make an impact on the lives of children all over the world

Currently, TOMS shoes gets on average 250,000- 350,000 unique visitors every month; 29,000 visitors everyday. Within the past three months, unique users have dropped by 100,000. This could be the result of a plateau of new customers, the economic outlook, or a slow down in retail sales. Keep in mind that these are only visitors and not purchases. Essentially, our objective for this makeover is to convert a visitor to a buyer more efficiently by



streamlining the selection process. If TOMS goal is to sell 300,000 shoes in 2009, the most effective approach to selling shoes to the masses is through the TOMS website. Our measurement benchmark will consist of a series of checkpoints. For the first three months...

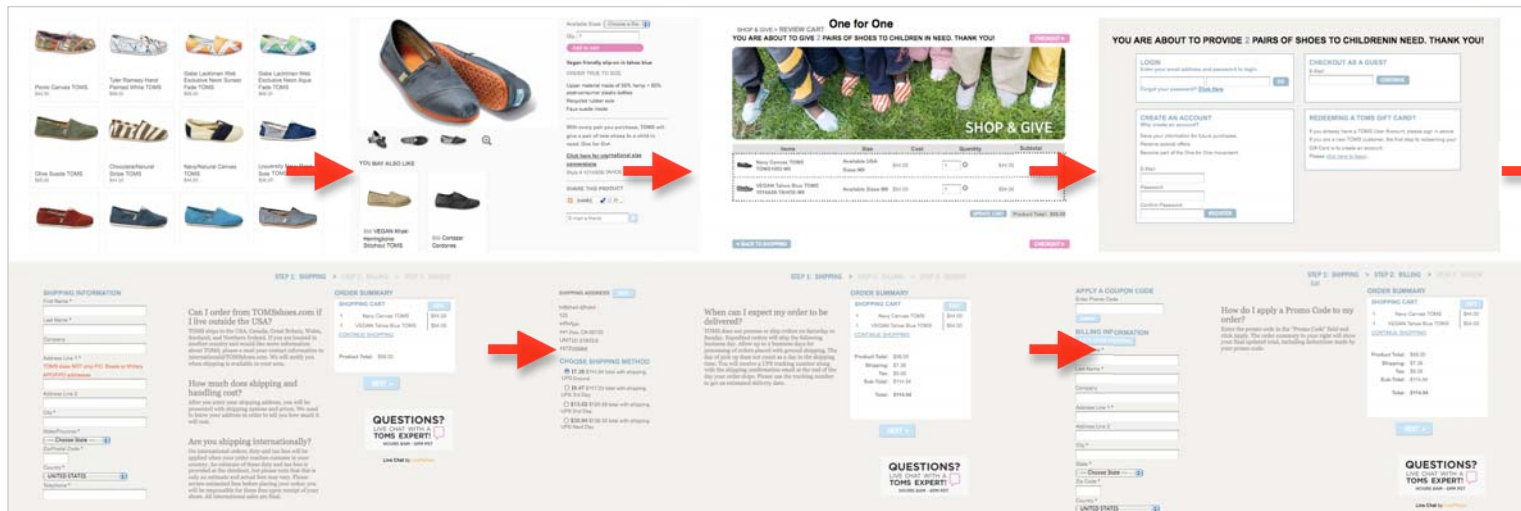
1. Unique users will increase by 10%.
2. Websales will increase by 20%. 68% of overall shoes sales should be generated through online purchases on either reseller sites or on TOMSSHOES.COM.
3. User abandonment will decrease by 20% after we've optimized page loading and toggling back and forth between product pages.
4. Implement a gifting button. Purchase a pair of TOMS as a gift for a friend or family. It doubles as a donation and a stylish gift that everyone can enjoy.

With the gifting button in place, getting new customers to buy and getting old customers to buy more is the change we want to make to push shoe sales over 300,000 this year.

Website Makeover

Browsing/Purchase

The browsing and purchasing process currently takes 5-10 clicks (depending on how many shoes you buy) to get to the transaction page. (see diagram below). Minimizing the number of clicks or page toggling will reduce user abandonment and keep the fuzzy warm charitable feeling you get when you finalize your purchase.



Style Guide



COLOR COMBINATION

Typography
Image
Links
Rollovers
Other

#ffffff	#ffffff	#ffffff	#ffffff	#ffffff
#efeee8	#efeee8	#efeee8	#efeee8	#efeee8
#cccccc	#ccc6633	#cccccc	#ff6699	#cccccc
#ccc6633	#ccee2f5	#999999	#ccee2f5	#ff6699
#ccee2f5	#333300	#ff6699	#333300	#ccee2f5
#669999	#000000	#ccee2f5	#000000	#669999
#333300		#333300		#333300
#000000		#000000		#000000

Typography

Menu
Headline
Subtitles
bread crumbs

Text

white #ffffff
brown #333300
black #000000
gray #999999

Image-background

gray #999999
none
none
none

Rollover

gray #cccccc
none
gray #cccccc
gray #cccccc

Links

Text-decoration: None
none
blue #ccee2f5
none

Other

Shoe image1
Shoe image2
Sale
Price
Narrow

Box

yes
none
yes
none
none

border size

1px
none
none
none
none

Color

beige #efeee8
none
pink #ff6699
pink #ff6699
blue #669999

Links

none
none
lighter pink?
lighter pink?
blue #ccee2f5?

TYPOGRAPHY

Verdana Regular

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Italic

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Verdana Bold Italic

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Regular

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Italic

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Bold

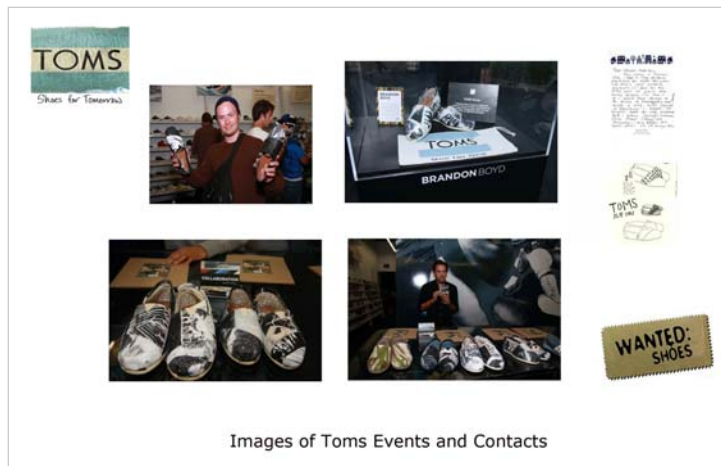
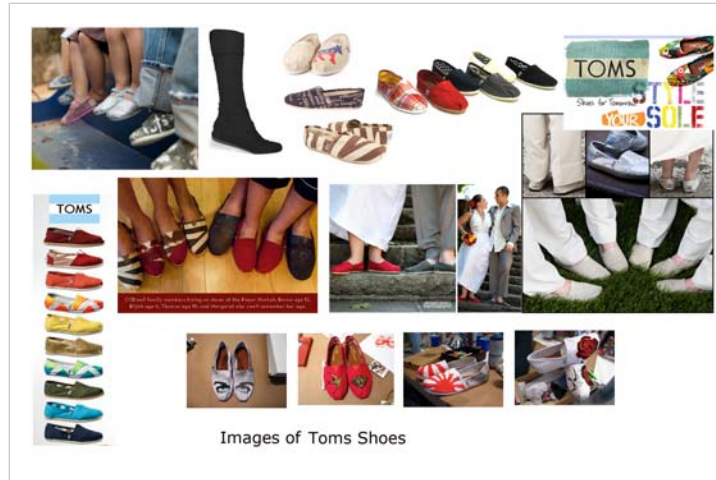
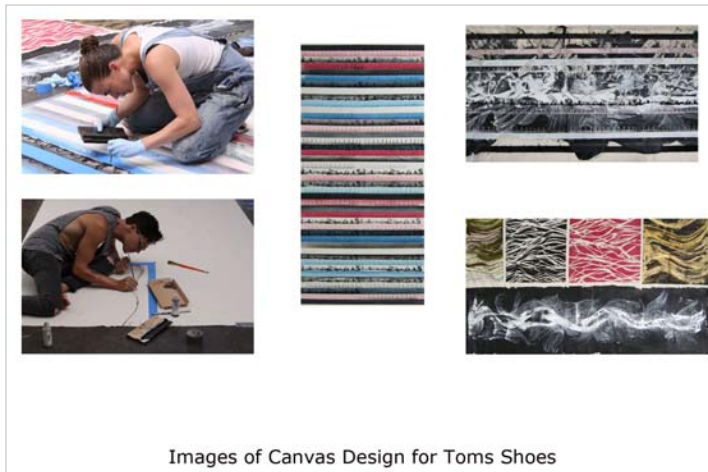
abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Bold Italic

abcdefghijklmnopqrstuvxuz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Style	Font-size	Font-weight	Letter-spacing
Menu	14px	bold	
Headline	14px	bold	
Subtitle	12px	light	
Bread crumbs	8px	lighter	
Price	12px	bold	

Imagery





SHOP

[Our Movement](#)

[Our Stories](#)

[My Account](#)

men
women
youth
tiny toms
more stuff

Cozy up with TOMS
this season...

Classics

Cordones

Shop NOW ▶

● ● ● With every pair you purchase, TOMS will give a pair of new shoes to a child in need. **One for One.**

IN THE NEWS [Delta Sky Magazine, July 2009: "Style Destination: Nantucket"](#)

TOMS
One for One

Shop Our Movement Our Story **Contact** Shopping Cart

men
women
youth
tiny toms
more stuff

TOMS SHOES FOR TOMORROW

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Men
Women
Youth
Tiny toms
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One for One

ALMOST THERE! 30,000
27,000
24,000
21,000
18,000
15,000
12,000
9,000
6,000
3,000

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Blake Mycoskie

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OUR MOVEMENT



Shop

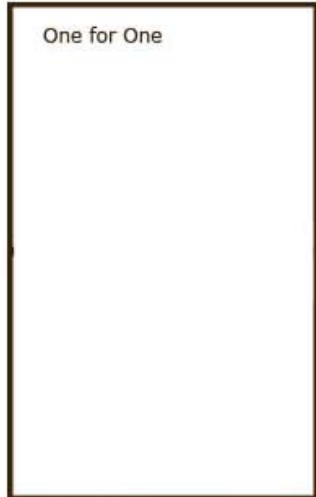
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30,000



27,000



24,000



21,000



18,000



15,000



12,000



9,000



6,000



3,000



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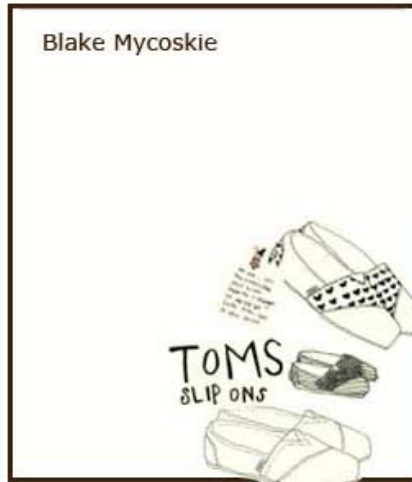
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